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PRESS RELEASE

Singapore Management University Introduces Singapore's First Multi-disciplinary Social Sciences Degree Programme with a focus on Business and Economics applications

Singapore Management University (SMU) today announced the launch of a new degree programme, the Bachelor of Social Science (BSoc Sci). Modelled on the successful "Philosophy, Politics and Economics" programme at the Oxford University and the University of Pennsylvania, the BSoc Sci programme is the first multi-disciplinary social sciences degree programme available in Singapore with a focus on business and economics applications in the Asian marketplace.

Scheduled to be launched in academic year 2004, the new programme is SMU's response to a widely recognized need to bring together the various social sciences perspectives in understanding the continually changing dynamics of today's business and global economic environment.

Prof Roberto S. Mariano, Dean, School of Economics and Social Sciences, SMU, says, "The aim of this programme is to shape well-rounded individuals with strong analytical capabilities, broad perspectives and a wide range of skills required to be outstanding in business and economics fields. This approach is in line with SMU's mission to produce versatile, broad-based, entrepreneurial leaders in today's local, regional and international marketplace."

Historically, employers have recognised the critical thinking skills of social science graduates as assets to their organizations. BSoc Sci graduates will be suitable for positions in fields such as communications, human resource management, management consulting, policy formulation and analysis, public service, and international affairs.

This programme allows students the flexibility to major in one or more areas in Psychology, Political Science and Sociology and the possibility of selecting courses from or double majoring in Economics, Law, East Asian Studies, Accounting, Finance or Marketing. The initial intake of 50 students will have to declare a primary concentration in either Psychology or Political Science. Sociology will be launched for subsequent cohorts.

The curriculum also shares modules in common with other degree programmes at SMU, such as Foundation Courses, University Core, General Education, and Technology and

Entrepreneurship. Students are expected to complete a total of 35 courses and an Internship programme.